



Successful Attributes of a Short-Form Video Platform

Professor Keller

IMC 302: Research & Data Analytics

By:

Alicia Tang: aliciatang2026@u.northwestern.edu

Sarah Kim: sarahkim2026@u.northwestern.edu

Pedro Martinez: pedromartinez2025@u.northwestern.edu

Phillip Liou: phillipliou2025@u.northwestern.edu

Grace Chang: gracechang2026@u.northwestern.edu

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Executive Summary

I. Introduction

This research report presents a descriptive study conducted on the preferences of users regarding short-form video platforms, focusing on platforms TikTok, YouTube Shorts, and Instagram Reels. The primary objective was to understand what features or attributes of these platforms are considered most valued by their users. A structured online survey, leveraging the convenience sampling method, was employed to gather data from a targeted group of university students.

II. Results

The survey, which garnered 42 responses over a two-week period, explored several key factors influencing platform preference. These factors include the accuracy of algorithm, ease of content sharing, ability to discover new content, ease of navigation, and relevance of content. The findings showed that each platform had unique strengths that appealed to the user base, with content relevance being particularly significant for TikTok users, shareability for YouTube Shorts users, and interface navigability for Instagram Reels users.

III. Conclusions

The study concluded that while each platform has its unique appeal, there are common attributes that significantly impact user preferences. These attributes revolve around personalization and user experience, indicating a broader trend in user expectations from digital media platforms. The preference for specific platforms appears to be closely tied to how well these platforms align with individual content preferences and user experience expectations.

IV. Recommendations

Based on these insights, several recommendations were made for platform developers and marketers:

1. Prioritize content relevance and personalized curation.
2. Enhance sharing capabilities to improve user engagement.

The report acknowledges the limitations of its methodology, notably the use of convenience sampling and the focus on a specific demographic, which may not fully represent the broader population's preferences. The relatively small sample size and lack of demographic data also limit the depth and generalizability of the findings.

I. Introduction

The purpose of our project is to identify the most successful or appealing short video platform according to its users, as well as the attributes of a successful short video platform. Our decision problem is as follows: “What characteristics define a successful short form video platform and what makes some platforms more attractive than others for viewers?”

Short form videos were first introduced through the platform “Vine” in 2013, however, Vine soon became obsolete due to insufficient advertising and monetization and was replaced by TikTok in 2017 (Shore 2023). Other preexisting social media platforms soon developed their own versions of short video platforms. Snapchat short form videos, Instagram Reels, and Youtube Shorts were all released in the United States in 2020 (Murray 2023). During COVID-19, TikTok’s engagement rates skyrocketed as people started spending more time online (Li et al. 2021). This abrupt increase in consumption has shifted user preferences to short form videos in general as they are easily accessible, shared, and created. Yet certain platforms have emerged more successful than their competitors—defined by statistics such as watch rates—and these disparities can be attributed to a wide variety of reasons, relating to both the user experience and the individual preferences of the users themselves.

As we venture deeper into the digital age, product managers, influencers, academics, community leaders, etc. need to understand how to harness the power of social media so they can better communicate and influence; this includes knowing which channels are most effective to use to reach their demographics. Identifying which attributes make a short video platform successful gives insight into consumer wants and needs and consequently, helps marketers and influencers develop their social media strategies to complement the successes of the medium that they’re on.

We conducted in-depth interviews as a form of exploratory research to form the hypothesis that TikTok is the most widely-used and successful short form video platform and that short video platform users care about attributes such as algorithm, shareability, relevance, etc. We used these initial insights to inform our questionnaire. From our interviews, we concluded that the most important attributes of a short-form video platform were the accuracy of its algorithm, shareability, ability to discover new content, an easily navigable interface, and relevance of content.

Therefore, our final research problems included “assessing which attributes are significant in predicting preference for a given short-form video platform”, “investigating how the brand attitudes compare across the three platforms,” and “examining the degree to which users of a given platform care about a certain attribute compared to users of the other two platforms.” We initially endeavored to “investigate watch rates across platforms” for our second research

problem, however, did not manage to gain access to this data and realized that watch rates may not truly be indicative of how successful an app is, but rather how engaging the content is (since there is a great overlap between TikTok, Youtube Shorts, and Instagram Reels in terms of recycled content, we did not believe we should ask for subjective ratings of the content). Because of this, we had to change our research problems such that they would produce more significant results, and our data analysis would be more valid. The research problems that we conducted analyses on relate to our final decision problem, which is “what characteristics define a successful short form video platform and what makes some platforms more attractive than others for viewers?” Rather than asking directly about the content on the apps, we asked how the user perceived more inherent features of the apps, such as the ease with which they can discover and share content.

II. Methods

Sampling Methodology

The sample size of forty-two participants was extracted from the general population of Northwestern University undergraduate students, regardless of gender and sex, race and ethnicity, or age and year of attendance at the university. However, due to the temporal and financial constraints resulting from this research being a class project, this sample is a convenience sample composed of the friends and classmates of the researchers. Due to this fact, our sampling frame was narrowed down to an overall list of potential candidates from our social circles, rather than accounting for the entirety of the undergraduate population at Northwestern.

Our sampling procedure involved distributing our survey via social media, emails, and text messages to these people—using communication as our method of data collection—and they were free to choose whether to participate in our study. Given that the survey was conducted anonymously, we were not able to gather any details on who agreed or disagreed to take it, but this information is not necessary. However, we did reach a response rate of 84%, as we sent our survey out to fifty potential respondents, and forty-two consented to participating.

Despite a more limited sample size, it can be justified to use such a sample, since students in the same age range as the researchers are typically the ones most active on these platforms. For example, according to Wallaroo, sixty percent of American Tiktok users are between the ages of 16-24, or generally a part of Generation Z. Furthermore, by using a convenience sample, we are able to better understand our results, as we draw key contextual information from exploratory research—such as interviews—conducted with people close to us who are comfortable with sharing their honest opinions on the subject.

Research Design & Execution

Exploratory Research

We recognized that there are many platforms that have adopted short-form video viewing as part of their user interface, if not as their main function—Tiktok, Youtube, Instagram, Facebook, and Snapchat, for example—and we wanted to narrow our scope of study to allow for more in-depth analysis. Specifically, we hypothesized that out of the many platforms available, usage is highly concentrated in a few major platforms. Therefore, we wanted to seek out these platforms and select them as the focal points of our study in order to produce more significant results, considering that if some platforms only had very few users, the data for those platforms would be extremely limited and skewed. Owing to the fact that we are working with a convenience sample, we ran a few in-depth interviews as part of our exploratory research with people close to us. During the interviews, questions on which platforms people had installed on their devices and which platforms they knew others on were asked to deduce a result that aligned with our initial hypothesis. Our findings led to a conclusion that Tiktok, Youtube Shorts, and Instagram Reels were the most common platforms used by people to engage with short-form media, hence we constructed our survey and descriptive research based on only these three platforms.

Descriptive Research

The design of our survey is detailed as follows: we first clearly delineate the purpose of our research, running an undisguised study. Additionally, participants are informed that their responses will be anonymous and given an estimate of the time taken to complete the survey, so that they are not coerced in any way into contributing to our study.

Following their consent to begin the survey, respondents are asked about their general social media and short-form video platform usage: how often they are on social media, anchored on a time frame of one week, what platforms (out of Tiktok, Youtube Shorts, and Instagram Reels) they have used that week, and which platform is preferred. This information is then used as the basis for the rest of the survey, where participants are categorized by usage or preference of certain platforms.

Because we are interested in the attributes embodied by each platform, we ask respondents to rate the extent to which they find certain attributes (e.g. an accurate algorithm, shareability, discovering new content, user-friendliness of the interface, and content relevance) important to their user experience. Following this general assessment of their prioritization of these attributes, we then ask them to rate the platforms that they indicated they are a user of (in question 2) in these areas of interest. Both the importance of attributes and the degree of success in those attributes for each platform are measured on a scale from 1-7 for consistency.

The survey continues with statements that respondents should agree or disagree with on a 7-point Likert scale: these statements entail more characteristics that are potentially significant for a user. Finally, keeping in mind that “algorithm accuracy” and “discoverability of content” can be ambiguous or broad attributes, we ask participants to select the features that they evaluate to determine an algorithm’s accuracy and the methods that the platform uses to help them discover new content. At the end of the survey is an open-ended question to allow respondents to voice

their thoughts on potential changes that they hope to see in short-form videos and platforms in the future—this question is intended to allow us, as researchers, to gain some qualitative insight into why the participants answered in the ways that they did.

Data Analysis

Data analysis began with logistic regression analysis on the attributes of each short-form video platform. Participants' preferred platform of use was held as the dependent variable, where binary outcomes for each platform were tested against both the ratings of attribute importance and the ratings of each platform's performance in that attribute as independent variables. More detailed examinations were then conducted: an ANOVA was used to compare the brand attitudes of users of the three different platforms, and another ANOVA sought insight regarding the degree that users of a given platform cared more about certain attributes in contrast to users of another platform. All of these statistical analyses were performed in R.

Exclusions

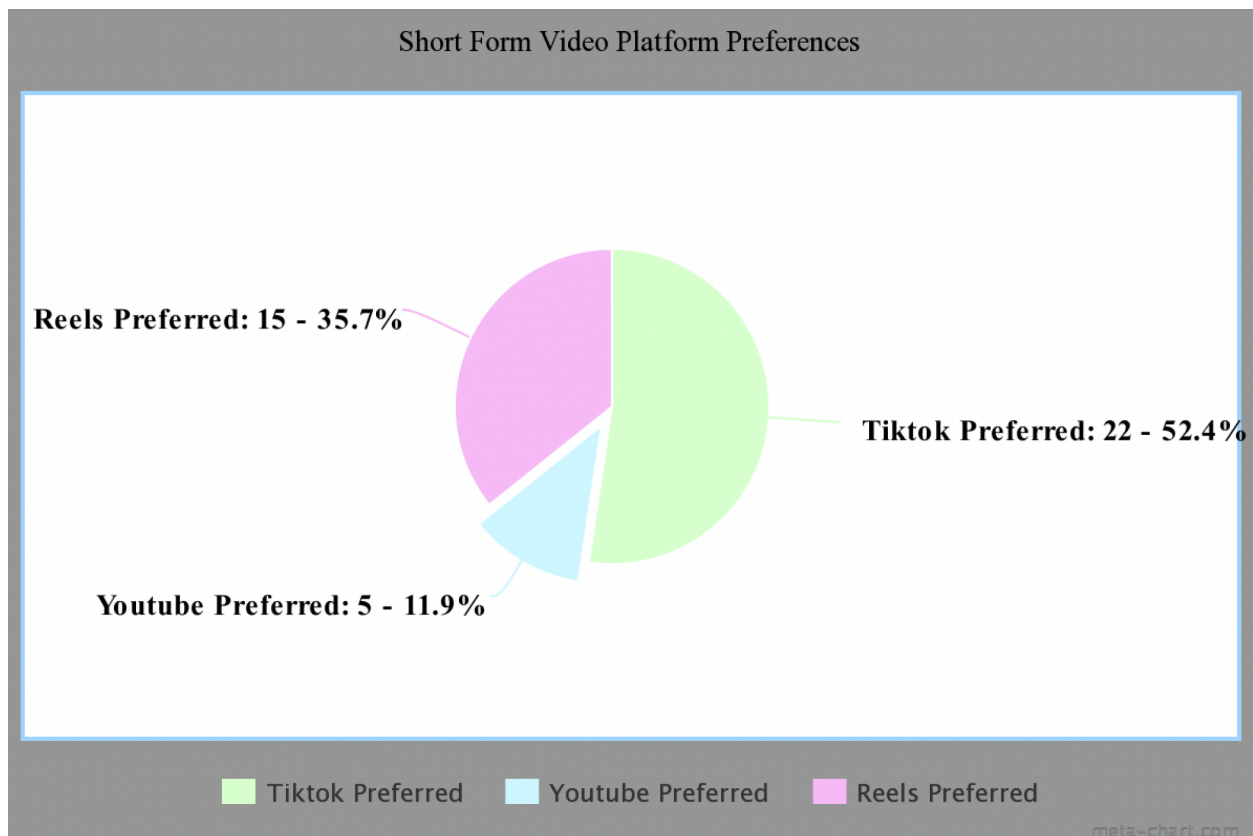
The analysis excluded incomplete survey responses. For example, respondents were given an option to state that they did not use any of the platforms at the beginning of the survey, prematurely terminating the survey. Respondents could also refuse to consent to taking the survey, which would also end the questionnaire—one participant responded in this way, thus we did not consider them. Lastly, only the observations without missing values were used when running the logistic regression (the R software automatically cleans the data in this way when running the regressions) so that a valid conclusion could actually be drawn.

Furthermore, we did not statistically address the effect that a user's friends' platform usage has on the user themselves, or their brand attitude towards that platform. Our goal was to focus on factors intrinsic to the applications themselves, as participants may have different social circles, personalities (e.g. introverted vs. extroverted people), or friend group dynamics that could heavily influence their perception of friends' social media usage relating to their own. These external factors are ones that cannot be controlled by the platforms themselves; hence, for testing social influence, we only considered the shareability attribute among the "important characteristics" when conducting statistical analysis.

III. Results

I. Research Problem 1: Assess which attributes are significant in predicting preference for a given short-form video platform.

Figure 1



By population, 22 of the 41 people who completed the survey from start to finish preferred TikTok the most, followed by 15 for Instagram Reels and 5 for Youtube Shorts. This suggests that TikTok seems to be the most preferred platform by its users.

Variable Legend

- **Important_Chars_1:** Accuracy of algorithm
- **Important_Chars_2:** Shareability
- **Important_Chars_3:** Discovering new content
- **Important_Chars_4:** Ease of navigation of the interface
- **Important_Chars_5:** Relevance of content

This key applies to Reels_Chars_1-5, YT_Chars_1-5, and Tiktok_Chars_1-5 as well, with “accuracy of algorithm” as the first characteristic and “relevance of content” as the last.

A. Regression for Instagram Reels Preference & Importance of Attributes

Figure 2.1

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	-2.5075	3.1413	-0.798	0.4247
Important_Chars_1	0.5274	0.4219	1.250	0.2113
Important_Chars_2	0.9902	0.4935	2.007	0.0448 *
Important_Chars_3	0.0320	0.3813	0.084	0.9331
Important_Chars_4	-0.1428	0.3940	-0.362	0.7170
Important_Chars_5	-1.0273	0.4193	-2.450	0.0143 *

The shareability (Important_Chars_2) showed a strong, positive relationship and coefficient of 0.9902 with the preference for Instagram Reels, suggesting these are valued features for Reels users; however, the p-value for shareability is near 0.05, meaning it is only marginally significant. However, there is an implication that Instagram reels are easily shareable considering those who prioritize shareability tend to prefer Instagram reels.

Relevance of content (Important_Chars_5) is also statistically significant, but the negative coefficient of -1.0273 implies that people who find relevance of content very important tend to not prefer Instagram reels. This suggests that Instagram reels might not be the most up-to-date platform. This indeed was an insight we heard when collecting information through our exploratory in-depth interviews.

B. Regression for TikTok Preference & Importance of Attributes

Figure 2.2

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	0.02354	2.84319	0.008	0.99339
Important_Chars_1	-0.12011	0.32316	-0.372	0.71014
Important_Chars_2	-0.48302	0.33988	-1.421	0.15527
Important_Chars_3	-0.38216	0.36328	-1.052	0.29280
Important_Chars_4	-0.01604	0.37134	-0.043	0.96556
Important_Chars_5	0.98398	0.37575	2.619	0.00883 **

The only statistically significant finding from this regression is the relevance of content (Important_Chars_5) regression, as it is the only variable in the regression with a p-value below 0.05. However, this p-value is extremely small, implying that there is a notable relationship. We observe a strong positive correlation between people holding relevance of content as a highly important attribute and people preferring Tiktok, suggesting that Tiktok does well in this aspect.

C. Regression for YouTube Shorts Preference & Importance of Attributes

Figure 2.3

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	-0.2917	3.8831	-0.075	0.940
Important_Chars_1	-0.4041	0.4738	-0.853	0.394
Important_Chars_2	-0.5403	0.4303	-1.256	0.209
Important_Chars_3	0.4786	0.5650	0.847	0.397
Important_Chars_4	0.2191	0.4967	0.441	0.659
Important_Chars_5	-0.2418	0.3847	-0.629	0.530

There are no statistically significant results here as the p-values for all of these regressions exceed 0.05. This implies that the characteristics recorded may not be responsible for the preference of Youtube shorts; no conclusion can be drawn between Youtube Shorts as a preferred platform and a high regard for these specific attributes.

D. Regression for Instagram Reels Preference & Satisfaction with Platform's Attributes

Figure 2.4

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	-7.0901	4.2330	-1.675	0.0939 .
Reels_Chars_1	0.8318	0.5047	1.648	0.0993 .
Reels_Chars_2	0.1610	0.6786	0.237	0.8125
Reels_Chars_3	-0.9066	0.6914	-1.311	0.1898
Reels_Chars_4	0.5418	0.6682	0.811	0.4174
Reels_Chars_5	0.7299	0.5340	1.367	0.1716

None of these variables are statistically significant, as all of their regressions with Instagram Reels as a preferred platform yield p-values greater than 0.05. Therefore, no conclusion can be drawn regarding the relationship between Instagram Reels as a preferred platform and user satisfaction in the various attribute categories for this platform. This suggests that the measured

characteristics may not be strong predictors of preference for Instagram Reels within this sample, or that other unmeasured factors might be influencing preference.

E. Regression for TikTok Preference & Satisfaction with Platform's Attributes

Figure 2.5

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	2.09667	7.56149	0.277	0.782
TikTok_Chars_1	0.29042	0.95904	0.303	0.762
TikTok_Chars_2	-0.97740	0.97391	-1.004	0.316
TikTok_Chars_3	0.30972	0.93761	0.330	0.741
TikTok_Chars_4	0.34098	0.84930	0.401	0.688
TikTok_Chars_5	0.04734	0.66601	0.071	0.943

For TikTok, none of the coefficients were statistically significant, as indicated by the p-values (all $p > 0.05$). This suggests that the measured characteristics may not be strong predictors of preference for TikTok within this sample, or that other unmeasured factors might be influencing preference.

F. Regression for YouTube Shorts Preference & Satisfaction with Platform's Attributes

Figure 2.6

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	12.34414	10.53117	1.172	0.241
YT_Chars_1	-2.25676	1.67377	-1.348	0.178
YT_Chars_2	0.20887	0.42871	0.487	0.626
YT_Chars_3	0.07464	1.09559	0.068	0.946
YT_Chars_4	-1.44031	1.16978	-1.231	0.218
YT_Chars_5	0.83986	1.21380	0.692	0.489

None of these variables are statistically significant, as all of their regressions with Youtube Shorts as a preferred platform yield p-values greater than 0.05. Therefore, no conclusion can be drawn regarding the relationship between Youtube Shorts as a preferred platform and user satisfaction in the various attribute categories for this platform. This suggests that the measured

characteristics may not be strong predictors of preference for Youtube Shorts within this sample, or that other unmeasured factors might be influencing preference.

II. Research Problem 2: Investigate how the brand attitudes of these three different platforms compare.

We were also interested in comparing how the attitudes compare across people who prefer their specific platform. Therefore, we used an ANOVA to compare each group and see if the means of brand attitude are significantly different among the different preferred platforms. In order to first gather overall attitude for each user, we multiplied the satisfaction times importance of all of the attributes listed in our questionnaire, including shareability, accurate algorithm, and relevance of content and summed them all up. We named this column Brand_attitude. We also categorized users based on their preferred platform. For each user, we listed their preferred platform in the “Platform_pref” column.

Figure 3.1

Platform_pref	Brand_attitude
Tiktok	233
Tiktok	152
Youtube	109
Youtube	105

Then, we conducted the ANOVA test on the variable, Brand_attitude (brand attitude), with respect to the factor variable Platform_pref (platform preference).

Figure 3.2

```

      Df Sum Sq Mean Sq F value Pr(>F)
Platform_pref  2  22909   11454   5.741 0.00674 **
Residuals    37  73822    1995
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
1 observation deleted due to missingness

```

Our results suggest that there is a significant effect of platform preference on brand attitude, since the p-value is less than 0.05. In particular, the significance was rated with two stars, suggesting that there is significant evidence to reject the null hypothesis at a 1% significance level.

Furthermore, we created a subset for each preferred platform and found the averages and standard deviations for each of the brands' user's attitudes. We can see from the table below that TikTok's users have the highest attitude toward their brand compared to the users of Youtube and Instagram Reels.

Figure 3.3

Platform_pref	Brand_attitude.mean	Brand_attitude.sd
Reels	162.26667	45.70943
Tiktok	187.70000	43.58670
Youtube	113.80000	46.02934

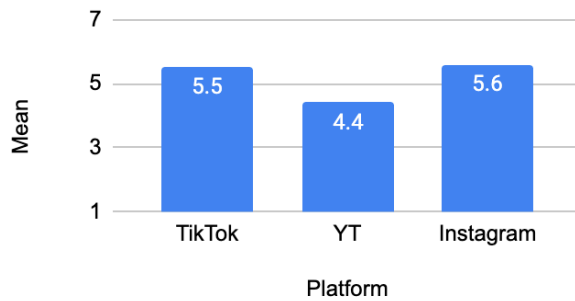
Figure 3.4

	Mean Brand Attitude	Standard Deviation
Youtube	113.8	46.0
Reels	162.3	45.7
TikTok	187.7	43.6

III. Research Problem 3: Assess the difference in the importance of short-form video platform attributes amongst users of different platforms.

Figure 3.5

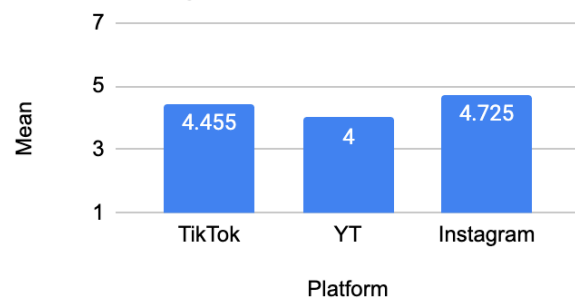
Algorithm Accuracy



	Df	Sum Sq	Mean Sq	F value	Pr(>F)
hi\$Preferred_Platform	2	5.82	2.909	1.711	0.194
Residuals	39	66.30	1.700		

Figure 3.6

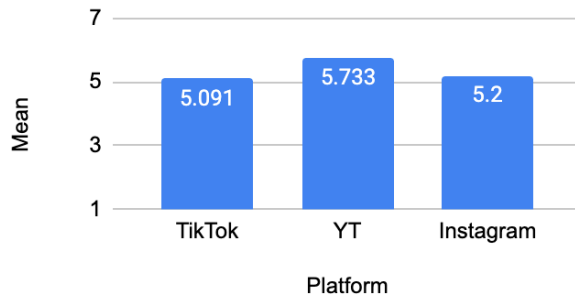
Shareability



	Df	Sum Sq	Mean Sq	F value	Pr(>F)
hi\$Preferred_Platform	2	9.31	4.653	2.369	0.108
Residuals	37	72.67	1.964		

Figure 3.7

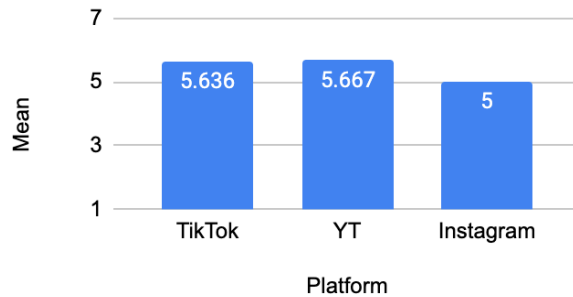
Ability to Discover New Content



	Df	Sum Sq	Mean Sq	F value	Pr(>F)
hi\$Preferred_Platform	2	3.78	1.891	1.281	0.289
Residuals	39	57.55	1.476		

Figure 3.8

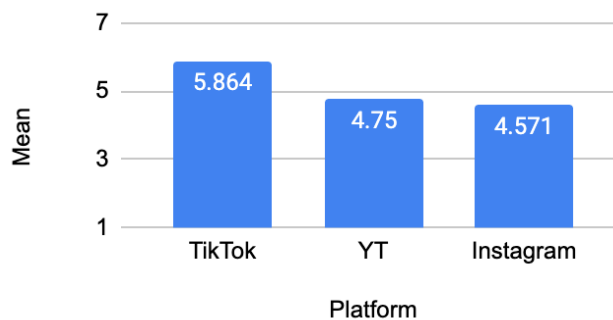
Easy to Navigate Interface



	Df	Sum Sq	Mean Sq	F value	Pr(>F)
hi\$Preferred_Platform	2	1.86	0.9307	0.53	0.592
Residuals	39	68.42	1.7545		

Figure 3.9

Relevance of Content



	Df	Sum Sq	Mean Sq	F value	Pr(>F)
hi\$Preferred_Platform	2	15.63	7.815	3.974	0.0273
Residuals	37	72.77	1.967		

We analyzed the difference of importance for each of the measured factors for users of each platform (TikTok, YouTube Shorts, Instagram Reels). We analyzed the mean rating of importance to users for each factor in general, not platform specific, (algorithm accuracy, shareability, easy to navigate interface, ability to discover new content, and relevance of content) and compared them based on which platforms each user preferred. These factors were measured on a scale of one to seven with one being not important and seven being very important. An ANOVA was conducted for each factor to determine if there was a significant difference between the mean importance of each factor across platforms.

Although there were slight differences in the mean importance of each factor across platforms, the only factor in which this difference was significant was relevance of content. For this factor, the p-value, denoted by $\text{Pr}(>F)$ was 0.0273 which is less than 0.05. This means that users that prefer TikTok care significantly more about the relevance of the content they consume compared to YouTube shorts and Instagram Reels users. P-values for all other factors were above the

threshold of $P = 0.05$ and thus differences amongst mean importance for those factors were determined to be not significant.

IV. Additional Insights

Open-ended questions

Our survey consisted of two open-ended questions: one being why a respondent preferred their platform of choice and the other being what does the respondent hope for from short-form video platforms in the future.

The free-response answers were analyzed and categorized into general themes such as Algorithm, Interface, Relevance, etc. Of the respondents that preferred using TikTok, the most common theme was algorithm (12 respondents) highlighting how an accurate algorithm may be important to users who prefer TikTok. This relationship was not found to be significant from our regressions but may be a potential theme to research further. Additionally 2 respondents stated use of TikTok because it is the “OG” or original app for short-form videos. More research into this factor is required. Of the respondents that preferred Instagram Reels, respondents revealed a new insight not measured in our research: users already used instagram for other purposes and use reels since they already use the broader instagram app (9 respondents). Similarly, Youtube Shorts (4 respondents) users also reported this to be the case as well. This may be a variable that affects users’ decisions to use a specific short-form video platform that requires additional research.

In terms of what respondents hoped for from short-form video platforms in the future, respondents’ answers, across users who preferred each of the three platforms, tended to be coded under the themes of Algorithm (7 respondents) and Content Diversity (8 respondents). This provides some qualitative insight into factors that users may value.

V. Conclusion

In response to our question, why do people use certain platforms, we found a statistically significant result for only TikTok attribute importance and user preference.

For TikTok, we found that there is a clear positive correlation between users valuing content relevance highly and preferring TikTok, indicating that TikTok excels in delivering content that users perceive as highly relevant. However, we could not draw conclusions for the relationship between TikTok and user satisfaction.

In terms of Instagram Reels and YouTube Shorts, our study did not provide enough evidence to draw a conclusion. It is not possible to infer a relationship between these platforms and attribute importance or user satisfaction. The measured characteristics may not be strong predictors of

preference for TikTok within this sample, or that other unmeasured factors might be influencing preference.

In terms of our second research problem, how attitudes of the three different platforms compare, we found that users of TikTok showed the highest and most positive overall attitude towards TikTok, their favorite platform.

In terms of our third research problem, if there are differences in the most important attribute for users of each platform, we found that TikTok users generally care significantly more about the relevance of the content they consume compared to YouTube shorts and Instagram Reels users.

A. Researchers' Recommendations

Based on our findings, we recommend the following to developers and marketers of short-form video platforms:

Focus on Content Relevance: Given that relevance of content was a significant factor influencing platform preference, especially among TikTok users, it is crucial for platforms to prioritize content curation algorithms that align with user interests and preferences.

Enhance Shareability Features: The importance of shareability in determining platform preference suggests that integrating more user-friendly and versatile content-sharing options can potentially increase user engagement and platform popularity.

B. Limitations

The study acknowledges several limitations:

Sample Representation: The convenience sampling method and the sample's concentration on Northwestern University students limit the generalizability of the findings. The preferences of this specific demographic might not reflect those of the broader population of short-form video platform users.

Sample Size: With a relatively small sample size of 42 respondents, the study might not capture the full diversity of opinions and preferences that exist among users of short-form video platforms.

Survey Design: The reliance on self-reported measures and the structure of the survey questions could introduce biases, such as social desirability bias or response bias.

Temporal Limitations: Conducted over a two-week period, the study captures a snapshot of user preferences that might evolve with emerging trends and technological advancements in the fast-paced social media landscape.

Lack of Demographic Data: The absence of demographic information in the survey limits the ability to analyze preferences across different age groups, genders, or other relevant demographic segments.

VI. Appendices

A. Survey (data collection forms):

Frequency table on social media usage:

Figure 4

How often do you use social media? 52 ①

Social Media Usage - How often do you use social media?	Percentage	Count
Multiple times a day	60%	31
Daily	33%	17
Several times a week	6%	3
Once a week	2%	1
Less than once a week	0%	0

Block 1

Consent

★

...

▼

Skip to

End of Survey if No, I do not consent to tak... Is Selected

Hello!

You are invited to participate in a research project for a research and analytics class in Integrated Marketing Communications conducted by your friends Alicia Tang, Sarah Kim, Grace Chang, Phillip Liou, and Pedro Martinez

This will be an **anonymous web-based survey**. It should take you between **5 to 10 minutes** to complete. No information you provide will ever be tied to your name or any other personally identifiable information. **Note that you do not have to complete this survey and you can stop at any point in the course of completing the survey.**

If you complete this survey, we will reward you with a high five and our continued friendship :)

Thank you for your participation!

We will now begin asking you questions about short-form video platforms!

☐ Yes, I consent to taking this survey

☐ No, I do not consent to taking this survey

Import from library

+ Add new question

Add Block

Default Question Block

Social Media Usage

★

How often do you use social media?

☐ Multiple times a day

☐ Daily

☐ Several times a week

☐ Once a week

☐ Less than once a week

Page Break

Used Platforms

★

▼

Skip to

End of Survey if None of the above Is Selected

Which platforms have you used in the past week for watching short videos?

☐ TikTok

☐ Youtube Shorts

☐ Instagram Reels

☐ None of the above

Page Break

Preferred Platform

★

What is your most preferred platform for watching short form videos?

☐ TikTok

☐ Youtube Shorts

☐ Instagram Reels

Page Break

Why TikTok Preferred

💡 ★

▼ [Display this question](#)

If What is your most preferred platform for watching short form videos? TikTok Is Selected

Why is TikTok your preferred platform for watching short form videos?

Page Break

Why YT Preferred

💡 ★

▼ [Display this question](#)

If What is your most preferred platform for watching short form videos? Youtube Shorts Is Selected

Why is Youtube Shorts your preferred platform for watching short form videos?

Page Break

Why Reels Preferred

💡 ★

▼ [Display this question](#)

If What is your most preferred platform for watching short form videos? Instagram Reels Is Selected

Why is Instagram Reels your preferred platform for watching short form videos?

Page Break

Important Chars ★

Rate the extent to which ____ is important to you when using a short-form video platform? (1 being not important, 7 being very important)

	1	2	3	4	5	6	7
Accurate algorithm							
Shareability							
Ability to discover new content							
Easy to navigate interface							
Relevance (on trend or up to date) of content							
Other:							

Page Break

TikTok Chars 💡 ★

▼ [Display this question](#)

If Which platforms have you used in the past week for watching short videos? TikTok Is Selected

Rate the extent to which you are satisfied with the following characteristics on TikTok

	1	2	3	4	5	6	7
	Extremely dissatisfied	Moderately dissatisfied	Slightly dissatisfied	Neither satisfied nor dissatisfied	Slightly satisfied	Moderately satisfied	Extremely satisfied
Accurate algorithm							
Shareability							
Ability to discover new content							
Easy to navigate interface							
Relevance (on trend or up to date) of content							
Other:							

Page Break

YT Chars

Display this question

If Which platforms have you used in the past week for watching short videos? Youtube Shorts Is Selected

Rate the extent to which you are satisfied with the following characteristics on Youtube Shorts

	1	Extremely dissatisfied	2	Moderately dissatisfied	3	Slightly dissatisfied	4	Neither satisfied nor dissatisfied	5	Slightly satisfied	6	Moderately satisfied	7	Extremely satisfied
Accurate algorithm	<div></div>													
Shareability	<div></div>													
Ability to discover new content	<div></div>													
Easy to navigate interface	<div></div>													
Relevance (on trend or up to date) of content	<div></div>													
Other	<div></div>													

Page Break

Reels Chars

Display this question

If Which platforms have you used in the past week for watching short videos? Instagram Reels Is Selected

Rate the extent to which you are satisfied with the following characteristics on Instagram Reels

	1	Extremely dissatisfied	2	Moderately dissatisfied	3	Slightly dissatisfied	4	Neither satisfied nor dissatisfied	5	Slightly satisfied	6	Moderately satisfied	7	Extremely satisfied
Accurate algorithm	<div></div>													
Shareability	<div></div>													
Ability to discover new content	<div></div>													
Easy to navigate interface	<div></div>													
Relevance (on trend or up to date) of content	<div></div>													

Page Break

☐ TikTok Chars 2


Display this question

If Which platforms have you used in the past week for watching short videos? TikTok Is Selected

Rate to what extent you agree with the following statements (1 being strongly disagree, 7 being strongly agree)

	1	2	3	4	5	6	7
Many of my peers/friends use TikTok	<input type="range"/>						
My peers/friends influenced my decision to use TikTok	<input type="range"/>						

☐ Shorts chars 2


Display this question

If Which platforms have you used in the past week for watching short videos? Youtube Shorts Is Selected

Rate to what extent you agree with the following statements (1 being strongly disagree, 7 being strongly agree)

	1	2	3	4	5	6	7
Many of my peers/friends use Youtube Shorts	<input type="range"/>						
My peers/friends influenced my decision to use Youtube Shorts	<input type="range"/>						

☐ Reels Chars 2


Display this question

If Which platforms have you used in the past week for watching short videos? Youtube Shorts Is Selected

Rate to what extent you agree with the following statements (1 being strongly disagree, 7 being strongly agree)

	1	2	3	4	5	6	7
Many of my peers/friends use Instagram Reels	<input type="range"/>						
My peers/friends influenced my decision to use Instagram Reels	<input type="range"/>						

Page Break

☐ Algorithm chars


What factors contribute to your perception of an algorithm as being "better"?

- ☐ Relevance of content to my interest
☐ Diversity of content
☐ Frequency of new content recommendations
☐ Other

Page Break

☐ Future


What do you hope to see in short-form videos and platforms in the future?

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